

**City of Sunnyvale Outreach Tools**

Outreach tools that can be used in planning outreach for City-sponsored community meetings, City events, City services, and other City activities:

**Internal Outreach Tools**

- Posting on the City's internal calendar (Jasmine) for planning purposes
- Flyer
  - Distributed to City Council members
  - Distributed to City answer points
  - Distributed to Board and Commission members
- Email to Executive Leadership Team and/or all staff
- Article in Harbinger
- Presentations at department or other meetings
- Bulletin board postings
- Article in department newsletters
- Other?

**External Outreach Tools**

**No Cost** (Minimal staff time involved and no cost for outreach materials)

- News release
- Announcement at Council meeting
- Announcement at appropriate Board or Commission meeting
- Posting on the City's web site homepage as appropriate
- Posting on the City's online Community Calendar as appropriate
- Community calendar listing in local newspapers
- Article in the *Quarterly Report*
- KSUN Channel 18 slide
- Article in departments' external newsletters (Example: Economic Development Newsletter)
- Brochures of services that have been developed by other organizations (such as Neighborhood Watch publications developed by the Federal government). City of Sunnyvale contact information should be included with the brochure.
- Email to neighborhood associations, community organizations, and interested residents
- Other?

*Note: For City-sponsored meetings with Council in attendance, contact the City Clerk's office for legal noticing requirements.*

**Low Cost** (Moderate staff time involved and cost of outreach materials is \$1 - \$25)

- Flyer
  - Distributed to Board and Commission members

- Distributed to neighborhood associations, homeowner associations, schools, faith-based organizations, and other community-based groups. *Contact the City's Community Outreach Coordinator for access to these mailing lists (408) 730-7739.*
- Hand-delivered flyers to community members' homes and/or businesses
- Other?

***Moderate to High Cost*** (Major staff time involved or cost of outreach materials is \$50+)

- Flyer
  - Distributed to geographically appropriate residents
  - Distributed to interested residents
  - Distributed to highly visible locations in the community:
    - Library (community information area)
    - Columbia Neighborhood Center front desk
    - Community Center
    - Senior Center
    - City Hall One-Stop Center
    - Sunnyvale Downtown Office
    - Chamber of Commerce
    - Other locations in the community that are frequented by the target audience
- Ad in the *Sunnyvale Sun* or *Mercury News Guide*
- Videotaping for KSUN Channel 18
- Street banner (see City policy on street banners)
- Posted signs as appropriate
- Other?

*Note: The Communications Office is always a resource in planning the publicity for a City activity, and may have more ideas in addition to those listed above. Remember, contact them early at 730-7535.*

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